

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : George Gerba, et al.  
Application No. : 09/929,506  
Filed : August 14, 2001  
Title : SYSTEM AND METHOD FOR DISPLAYING  
ADVERTISING IN AN INTERACTIVE PROGRAM  
GUIDE  
Examiner : Dominic D. Saltarelli  
Group Art Unit : 2623

Mail Stop Amendment  
Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

Sir:

In response to the Office Action dated January 30, 2008, please reconsider  
the above identified application in light of the following:

**Amendments to the Claims** begin on page 2 of this paper; and

**Remarks** begin on page 7 of this paper.